

Mothers Against Drunk Driving

P.O. Box 639 • Ann Arbor, MI 48105-0639 • (313) 769-MADD WASHTENAW COUNTY CHAPTER

TEN YEAR ANNIVERSARY HONORARY CHAIRPERSONS President and Mrs. George W. Bush



Mr. Jerry B. Samons Production Manager TV 31 WBSX

Blackstar Communications

Varsity Drive
Ann Arbor, MI. 48108

Dear Jerry,

I just want to express my appreciation in your allowing air time for PSA's for the St. Joseph Summer Fun Festival. We on the festival committee are thankful for the increased awareness from TV 31 that will facilitate our fund raising efforts.

Our Washtenaw County Chapter of MADD also expresses our gratitude for a future working relationship to reach more households with our Mission statement:

"To Stop Drunk Driving and to support the Victims of this Violent Crime."

In closing thanks for taking time out of your busy agenda to make time for me, your efforts do not go unnoticed.

Respectfully Submitted,

Mark D. Olexa

9841 West Huron River Drive Dexter, MI. 48130-9759 COUNTY BOARD George W. Fields, Sr. Frederick McDonald Catherine Zick

STATE OF MICHIGAN

WASHTENAW COUNTY
DEPARTMENT OF SOCIAL SERVICES
22 Center Street
Ypallanti, Michigan 48198-5707



JOHN ENGLER, Governor DEPARTMENT OF SOCIAL SERVICES

GERALD H. MILLER, Director

January 23, 1992

Gillian Ferrington TV 31 WBSX 3975 Varsity Drive Ann Arbor, MI. 48108

Dear Gillian,

Thank you and TV 31 staff for providing the Michigan Department of Social Service Volunteer Program the opportunity to make a Public Service Announcement. I have had many calls from the local viewing area, both informing me the message was seen on TV 31 and also that we needed to update the phone number.

Your station provides local organizations a significant outlet for getting our message to the community. We have received numerous calls to volunteer through this announcement. Again, thank you Gillian for asking and allowing us the time.

Looking forward to working with you in the New Year.

Sincerely,

Lihda King, Supervisor Volunteer Services Michigan Department of Social Services Washtenaw County

LK/mgt



South Central Michigan Chapter P.O. Box 1713 Ann Arbor, Michigan 48106 (313) 973-6622 1-800-782-6110

March 16, 1991

Serving 9 Counties:

Hillsdale

Ingham

Jackson Lenawee Livingston

Monroe Washtenaw Mr. Chris Webb

General Manager

Clinton TV 31, WBSX

3975 Varsity Drive

Ann Arbor, MI 48108

Dear Mr. Webb:

The Alzheimer's Association - South Central Michigan is very appreciative of TV 31's help in reaching those affected by Alzheimer's Disease in your viewing area. From the 4:30 "Preview" PSA we have received many calls on our special event, the Memory Walk. Calls have come from the local area, Jackson, Lansing and Walled Lake. We have also received calls from people who saw the PSA and wanted information about the disease itself. This much response has been a pleasant surprise!

Your station has certainly helped with community awareness of Alzheimer's Disease, and it was a pleasure to work with Gillian Ferrington. We look forward to the time you start showing the 60 sec. PSA. If it generates nearly as much interest as the "Preview" has, we will reach many more people.

Thanks again for your help. You will receive a Certificate of Appreciation from our Board of Directors in the near future.

Sincerely,

Mary Helen S. Gilbert

My He Subre

Director of Community Relations

PRESIDENT Rev Clifton Rhodes (616) 458-2651

VICE PRESIDENT Dr. J E. Graves, Sr (517) 485-9927

2nd VICE PRESIDENT Rev Cullian Hill (313) 891-6800

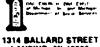
SECRETARY Dr. Granville Smith (313) 787-2563



ASSISTANT SECRETARY Rev Cirton Bullock (616) 968 8773

> TREASURER Rev Harry Spigner (616) 722-3057

CHAPLAIN Elder Luther Channey (616) 279 7378



1314 BALLARD STREET LANSING, MI 48906 (517) 372-0184

March 12, 1991

Gillian Ferrington Public Affairs Director Channel 31 WBSX 3975 Varsity Drive Ann Arbor, MI 48108

Dear Gillian:

I can never say "thank you" enough to you, Jerry, the official staff and crew members of Channel 31 for the continued support of the "One Child" show. Believe me when I share that the show continues to make a very positive impact in finding homes for children.

Two more children interviewed on the show are in the process of adoption. They are Phillip and Jessica with Lutheran Adoption Service. Both appeared in the September, 1990 tapings. Will you kindly remove both from viewing. We were pleased when the Agency called to share this information. As a reminder, the first show featuring Alicia and Demon should not be shown either as they both had found a loving home; however Demon didn't work out.

I look forward to March 19 for the next tapings. To date, I do not know who will be our guest. Several agencies have shared a desire to have at least one child there.

Cordially

Yvønne Golden **Ex**ecutive Director



Department of Internal Medicine Outpatient Diabetes Education Program 3920 Taubman Center, Box 0354 Patricia M. Butler, Ph.D., R.N. (313) 936-8279 FAX: (313) 936-9240

October 17, 1991

Gillian Ferrington
Public Affairs Director
TV 31 WBSX
3975 Varsity Drive
Ann Arbor, MI 48108

Dear Gillian:

Thank you so much for making another public affairs video for our second *Preconception* and *Pregnancy for Women With Diabetes* classes. It is so helpful to have this type of advertising for our Diabetes programs. Last time when you ran the Preconception video I had several calls but no one was able to sign up because they were busy that day. However, their encouragement helped me to decide to offer the classes again. So, as you know we're offering the second one in November and I expect to get some calls from the video that you are running for us.

With the Life With Diabetes class series video that you have been running, again that is very helpful. I have had many prospective participants call because of the ad. I have had at least one of these attend the class series. This is a significant and valuable service for all persons with diabetes and for our program. Thank you so much.

I also want to say that you are very efficient and thoughtful of others time. You are on time for your appointments and you make the video quickly and easily. That is very helpful for my busy schedule. It has been a pleasure working with you and I hope we continue working together.

Sincerely

Patricia M. Butler, Ph.D., R.N.

Coordinator, Diabetes Outpatient Education Program

Michigan Student Assembly

Student government advocating student concerns at The University of Michigan

December 1, 1991

WBSX -TV Channel 31
Ms. Gillian Ferrington, Public Affairs Director
3975 Varsity Drive
Ann Arbor, Michigan 48108

Dear Ms. Ferrington;

This letter is to express our appreciation for the time and energy you put into the Alcohol Awareness Week project.

We received contributions, funding or volunteer help from a total of 60 University departments, student groups and businesses in the community. This was the first time the University of Michigan tried a project like this one, and it was very encouraging for us to receive so much support.

We hope to keep this enthusiasm going throughout the year by educating students at the Student Alcohol and Drug Education Center. This center we hope to establish with the assistance of E. Royster Harper, the Associate Vice President for Student Services.

In the future, we hope the University of Michigan and the Michigan Student Assembly can sponsor social events so that students can enjoy their college years without experiencing the traumas that accompany excessive use of alcohol.

Sincerely,

Colleen Crossey

Funding Coordinator for

Alcohol Awareness Week 1991



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January 2, 1991

Mr. Chris Webb, General Manager WBSX Channel 31 3975 Varsity Ann Arbor. MI 48104

Dear Chris:

Thank you. We can all look back on 1990 and be proud of our efforts during the annual Columbia Cable Toys For Tots Program. The 1990 toy drive surpassed last years toy collection totals; rewarding our effort with over 2,500 toys collected.

There is very little that words could express to reflect the wonderful smiles and happiness that these toys brought to many less fortunate children in our community. Just knowing of those smiles and that happiness is truly rewarding enough! I am sure that if these children could; they would reach out and personally thank everyone that contributed to their very Merry Christmas.

Hope your holidays were as joyous and 1991 will find you and yours happy and well.

Sincerely,

Richard J. Allen Columbia Cable



WASHTENAW COUNTY SHERIFF'S DEPARTMENT

2201 HOGBACK ROAD • P.O. BOX 8645 • ANN ARBOR, MICHIGAN 48107-8645 • (313) 971-8400

MICHAEL C. JOHNSON
UNDERSHERIFF
February 8, 1991

Chris Webb WBSX TV 31 P.O. Box 2267 Ann Arbor, MI 48106

Dear Mr. Webb:

Enclosed is a copy of the 1990-91 "Let's All Work to Fight Drug Abuse" journal which you so graciously co-sponsored and for which I extend this letter and certificate of thanks.

As you can see, the L.A.W. journal is an extremely comprehensive and concise document and we have already had numerous requests for copies. We are currently distributing this "educational tool" throughout schools, businesses, organizations and agencies in the Washtenaw County community and, in doing so, I wanted to be certain you received a few copies.

Along with this journal, I would also like to extend to you the services of Deputy Jon Scicluna, who is our Substance Abuse Prevention Specialist. He is available, upon request, to visit your workplace and/or organization to present a specialized program on Substance Abuse Prevention initiatives. If you wish to take advantage of his outstanding, informative presentation, please contact him at 971-4614.

Again, I want to take this opportunity to personally thank you for making the publication of this journal possible and for investing in our community's drug-free future. It is only through commitment and support such as yours that substance abuse prevention will become an integral part of our lives and our community. Also, if you wish to receive additional copies of the journal, you may contact our office at 971-4978.

If ever I may be of assistance to you, please do not hesitate to contact me.

Sincerely

Ronald J. Schebil

Sheriff

01/law



Matthaei Botanical Gardens



The University of Michigan

1800 North Dixboro Road, Ann Arbor, Michigan 48105-9741

(313) 998-7061

April 2, 1991

Gillian Ferrington Public Affairs Director 3975 Varsity Drive Ann Arbor, MI 48108

Dear Gillian,

Thank you so much for all you have done to help promote Matthaei Botanical Gardens second annual Flower and Garden Show. The day after you ran the 1/2 hour TV program we got calls asking about the Show and running our .30 second commercial several times has been a real boost.

Gillian, I mentioned before that we will be placing TV 31 on our donor board. There are two places where this will occur: on the Donor board inside Yost Ice Arena during the Show and on the Donor Page inside the Flower Show Program.

I have enclosed two complementary tickets to the Show for your enjoyment. I know you will find it fascinating especially since you like gardening.

Again, thank you for supporting the Gardens and the second annual Flower and Garden Show.

Sincerely,

Margaret Vergith

Promotion Coordinator

P.S. Our Volunteer Coordinator will be calling you soon to help with potting up for the Spring Perennial Sale.

enclosures



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rah Dolsey Diggs
gan Assistant Director
magnolia Alexander Administrative Secretary

Sr. Ruth E. Westmoreland Albert H. Wheeler

*Program Committee

April 21, 1991

Blackstar Communications WBSX 3975 Varsity Drive Ann Arbor, MI 48103

Dear Blackstar Communications:

On behalf of the UNCF Washtenaw County Campaign, our sincere thanks for your help in making our fifth annual fundraising event, "Our Children, Our Future," an outstanding success.

We are pleased to tell you that the event generated more than \$108,000 in support of the United Negro College Fund. What is also gratifying are the calls and letters we've received from all segments of the community telling us this was a unifying event that will have farreaching effects for a long time to come.

Thanks to the generosity of businesses and individuals like yourself, the UNCF Washtenaw County Campaign has raised a total of \$204,477 in the 1990-91 campaign year, our most successful year ever.

We are already making plans for 1991-92, and look forward to your continued support. Again, on behalf of the deserving students who now can look forward to a college education, thank you for your generous contribution of \$100.

Sincerely,

ohn W. Barfield

Chairs, Washtenaw County Campaign

Ronald Weiser



June 26, 1990

Gillian Ferrington WBSX TV 3975 Varsity Drive Ann Arbor, MI 48108

Dear Gillian:

Sorry this thank you has taken so long to get out to you! I finally think I have everything cleaned up from Summer Games. Whew!

I wanted to thank you and your staff for a wonderful television experience. Despite the minor setback (lack of a second guest), I felt all went well. I especially enjoyed talking with you and appreciate the time you spent with me. If you ever need additional information on Michigan Special Olympics, please don't hesitate to call!

Again, I appreciate all you did to publicize our 1990 State Summer Games.

Sincerely,

Cecilia A. Jerome

Communications Director



WASHTENAW LITERACY

Ypsilanti District Library 229 West Michigan Avenue Ypsilanti, Michigan 48197 Phone (313) 482-0565

April 9, 1990

Gillian Ferrington Public Affairs Director TV31 WBSX 3975 Varsity Drive Ann Arbor, Michigan 48108

Dear Gillian,

This letter is to thank you for letting me come and tape a public service announcement at your studio in February. I really enjoyed the experience and appreciated the professional care taken to produce it.

I wanted to let you know of some upcoming events here at Washtenaw Literacy that may interest you.

- April 22-28 National Volunteer Week
- April 28 <u>Learning Disabilities Inservice</u> 9:30 am Washtenaw Community College, Board Room
- April 28 <u>Volunteer Awards Luncheon</u>, 12:30 pm Washtenaw Community College, Board Room State Senator Lana Pollack will present awards to tutors who have given over 40 hours of service in 1989.
- May 16 Annual Meeting for Washtenaw Literacy, 7:00 pm Society Bank, 2300 E. Stadium, Ann Arbor

If you have any questions about these events, please feel free to call me at 482-0565.

I hope you are enjoying your experience at York Woods as much as my father is with his 8-12 year old boys. He is often here at the library looking for that extra special book to capture their interest. What a challenge!

Sincerely.

Donna DeButts

Director



Wayne County Office On Aging

30712 MICHIGAN AVENUE WESTLAND, MICHIGAN 48185 (313) 467-3450

> FRANK LOUIS REMBISZ DIRECTOR

September 20, 1990

Ms. Gillian Ferrington
Public Service Director
TV 31 WBSX
Black Star Communication of
Michigan, Inc.
3975 Varsity Drive
Ann Arbor, MI 48108

Dear Ms. Ferrington:

Thank you for a copy of the sixty second Public Service Announcement concerning our programs and services. We are pleased with this production which points out all the things that we do for Senior Citizens living in Wayne County. It will certainly help them to know and participate in what we have to offer them.

Once again, thank you for helping promote our Office on Aging. We are hopeful that your assistance will bring a great sense of joy.

William Jennings Outreach Specialist

Cordiall v

WJ:1tf

PRESIDENT Rev. Cithon Phodes (616) 468-2661

VICE PRESIDENT Dr. J.E. Graves, Sr. (617) 485-9927

2nd VICE PRESIDENT Rev. Cuttion Hill (313) 891-8800

BECRETARY Dr. Granville Smith (313) 787-2563



ASSISTANT SECRETARY Rev. Citton Bullock (616) 968-8773

TREASURER Rev. Harry Spigner (618) 722-3057

CHAPLAIN Elder Luther Channey (616) 279-7378



1314 BALLARD STREET LANSING, MI 48906 (517) 372-0184

October 30, 1990

Gillian Ferrington WBSX-TV P O Box 2267 Ann Arbor, MI 48106

Dear Gillian:

With so many positive things taking place, I write to you with much enthusiasm and joy. Lest I forget, I will begin by confirming, Tuesday, November 20 as the taping date. November 6 was difficult for my guest. At this writing, I have confirmed that Miss Gail Bramlett and adopted daughter will be guest at 1:00 p.m. The 1:30

2010 Hogback Road, Suites 1-3 Ann Arbor, Michigan 48105 (313) 6⁻⁷-0610

Affiliated with Catherine McAuley Health Center



March 14, 1990

Black Star Attn: Public Affairs Director Gillian Ferrington 3975 Varsity Dr. Ann Arbor, MI 48108

Dear Ms. Ferringtion:

I would like to take the opportunity to thank you for promotional air time.

Most of our employees at Hospice of Washtenaw are out in the field (homes) with our dying patients and family members. These are the health care professionals who, each day give of themselves in a most demonstrated humanitarian approach to medicine, psychology, sociology, and spirituality.

Thank you again for considering Hospice of Washtenaw as a community agency who gives back to the community.

Sincerely

Mancy T. Herc

Hospice of Washtenaw

11.9.90

Thank you so much for creating

420 Dobroth Street the 60 second spot for our

Ann Arbor, MI 45104 the 60 second spot for our

(313) 761-2786 fund vaiser, The 79. Solution. It

Looked overt / Thanks again to

both you & Gillian for all your world.

Most Smeechys for Delfong

COUNTY BOARD Phillip Fellin George Fields Frederick McDonald

STATE OF MICHIGAN



WASHTENAW COUNTY DEPARTMENT OF SOCIAL SERVICES

Ann Arbor District Office 2350 W. Stadium Blvd. Ann Arbor, Michigan 48103

Ypsilanti District Office 555 Towner Street Ypsilanti, Michigan 48198

JAMES J. BLANCHARD, Governor DEPARTMENT OF SOCIAL SERVICES

C. PATRICK BABCOCK, Director

December 7, 1989

Gillian Ferrington
Public Affairs Director
TV 31 - WBSX
3975 Varsity Drive
Ann Arbor, Michigan 48108

Dear Ms. Ferrington:

On behalf of the clients that received new children's clothing and the two gift certificates for turkeys, we'd like to extend our appreciation for your thinking of them. This is the time of year when our clients can use the extra support of the community and are happy to receive the added help.

Again, thank you for the support of your station and your contribution.

Best Wishes in the New Year. Happy Holidays!

Sincerely,

Linda King, Supervisor Volunteer Services MICHIGAN DEPARTMENT OF SOCIAL SERVICES

Washtenaw County

LK:ntr

BETH-EL MINISTRY CENTER 5475 CHILSON ROAD HOWELL, MI. 48843 (313) 227-9241

April 5, 1989

Christopher J. Webb General Manager W.I.H.T. TV 31 Box 2267 Ann Arbor, MI. 48106

Dear Christopher:

Thank you very much for helping us with our current media efforts. Your willingness to run our Public Service Announcements on your station and to work with our Representative, Betty Karolak, in such a gracious way, is indeed a blessing to us.

May God bless you for your help to us. We will look forward to the possibility of working together in the future.

Sincerely,

R. Kenneth Shelton

R. Kenneth Shelton

Pastor

December 6, 1988

WIHT - Station 31 3975 Varsity Drive Ann Arbor, Michigan 48108

Attention: Mr. Robert Thompson

Subject:

Recent Visit to Your Chelsea Facility

Den 10, Pack 343, BSA

Dear Mr. Thompson:

We, the undersigned, would like to take this opportunity to express our sincere appreciation for your efforts during our recent tour of your transmitting station in Chelsea. Your generous allotment of time away from your busy schedule for this after-hours tour as well as your ability to explain complicated processes and equipment in a manner that all of us could understand was a rich endorsement of the caliber of personnel at WIHT. This tour not only increased our knowledge of the broadcasting industry, but allowed us to complete our Communicator Merit Badge requirements.

For these efforts we thank you very much.

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PRESIDENT Rev. Clifton Phodes (616) 488-2651

VICE PRESIDENT Dr. J.E. Graves, Sr (517) 485-9927

2nd VICE PRESIDENT Rev. Cultian Hill (313) 891-8800

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> TREASURER Rev. Harry Spigner (616) 722-3057

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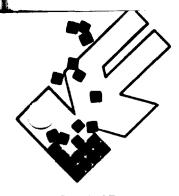
October 30, 1990

Gillian Ferrington WBSX-TV P O Box 2267 Ann Arbor, MI 48106

Dear Gillian:

With so many positive things taking place, I write to you with much enthusiasm and joy. Lest I forget, I will begin by confirming,

1



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2350 South Huron Parkway Ann Arbor, Michigan 48104 313-971-2800 or toll-free in Michigan 1-800-482-1455 Fax Number 313-971-5655 A Member of the United Way of Michigan

August 6, 1990

Ms. Gillian Ferrington **Public Affairs Director** Blackstar Communications of Michigan, Inc. 3975 Varsity Drive Ann Arbor, Michigan 48108

Dear Gillian,

Thank you for making a copy of the National Kidney Foundation of Michigan's public service announcement you produced. This will be a useful addition to our ongoing organ donor awareness campaign.

If the National Kidney Foundation of Michigan can be of any assistance in future programming endeavors, please do not hesitate to call.

Sincerely,

NATIONAL KIDNEY FOUNDATION OF MICHIGAN, INC.

Joseph L. Ruddon

Development and Marketing Specialist

ILR/sr

OWELVION

RECEIVED

MAR 2 4 1993

EDERAL COMMUNICATIONS COMMISSION

HECEINED HECEINED OFFICE OF THE SECRETARY

March 19, 1993

Office of the Secretary Federal Communications Commission Washington, D.C. 20054

Re: Comments on whether Home Shopping Stations are serving the "Public Interest, Convenience, and Necessity."

Dear Sir:

I am Vice President and General Manager of WBSF-TV 43 licensed to Melbourne, Florida and serving the Orlando-Daytona Beach-Melbourne ADI. The purpose of this letter and accompanying supporting documentation is to provide evidence that WBSF, which has home shopping (HSN) as its primary programming format, is fulfilling its public interest programming obligation as well as, if not better than, other stations in the market. Since we are fulfilling that public interest responsibility, we deserve and must be treated like other TV stations in the market and be included in the implementation of must carry.

The unique format of HSN gives us a four and a half minute break in each hour, 24 hours a day. Typically, in each hourly break, WBSF runs a locally produced community affairs vignette (called "Update") covering a broad spectrum of issues which we have asertained from the community leaders to be relevant. Each Sunday morning we air a half-hour show ("Update-Sunday Edition") which provides a forum for more in depth coverage of issues of interest to the community. "Community Bulletin Board" consists of 60 second announcements produced weekly to publicize the various events sponsored by local non-profit service oriented groups. The enclosed sample of the ongoing commmunity praise and support we receive, as a result of our programs and staff involvement, attests the effectiveness of our public interest philosophy.

WBSF also has a weekly children's hour where we air two half hour programs specifically designed with the educational needs of children in mind. These programs contain no commercial announcements.

To demonstrate the quantity and depth of our public interest programming, we compared our non-entertainment community affairs programming for a typical week (9/19/92 - 9/25/92) to that of the other commercial independent stations in the market. The results of the analysis (copy attached) showed that WBSF aired more public interest programming than any other commerical independent in the market.

This station had not been profitable prior to Blackstar's aquisition (April 1988) and affiliation with HSN. With the HSN affiliation the station is economically viable and can, therefore, remain on the air and continue to be a voice providing locally originated programming which is in the interest of the Central Florida viewing public.

Please take a minute to review the attached documentation, particularly the numerous letters from community representatives attesting the effectiveness of our public interest programming. As you do, I am sure you will agree that we are indeed fulfilling our public interest requirement and should be eligible for must carry status.

Thank you for your time. If you have any questions regarding any of the

COMPARATIVE ANALYSIS OF PUBLIC INTEREST PROGRAMMING

WEEK OF 9/19/92 - 9/25/92 (TYPICAL WEEK)

ORLANDO - DAYTONA BEACH - MELBOURNE ADI

STATION - WBSF 43 (HSN AFFILIATE)

6AM - 12PM

News & Public Affairs: 572 Minutes 7.57% Children's: 48 Minutes .63% Other: 0 Minutes 0.00% Local: 596 Minutes 7.88% Total Non-Entertainment: 620 Minutes 8.20%

Public Affairs Issues : Minority, Mens Health, Hurricane Relief, Cultural

Covered This Period Events, Elderly, Handicap Recreation, Death.

STATION - WIRB 56 (INDEPENDENT)

6AM - 12PM

News & Public Affairs: 50 Minutes .66% Children's: 0 Minutes 0.00% Other: 0 Minutes 0.00% Local: 50 Minutes 0.66% Total Non-Entertainment: 50 Minutes 0.66%

Public Affairs Issues : Family enrichment

Covered This Period

STATION - WKCF 18 (INDEPENDENT)

6AM - 12PM

 News & Public Affairs
 242 Minutes
 3.20%

 Children's
 0 Minutes
 0.00%

 Other
 0 Minutes
 0.00%

 Local
 192 Minutes
 2.54%

 Total Non-Entertainment:
 242 Minutes
 3.20%

Public Affairs Issues : National Geographic, College student issues

Covered This Period

STATION - WOFL 35 (FOX)

6AM - 12PM

News & Public Affairs: 72 Minutes 0.95% Children's: 0 Minutes 0.00% Other: 0 Minutes 0.00% Local: 24 Minutes 0.32% Total Non-Entertainment: 72 Minutes 0.95%

Public Affairs Issues : Minority, Family

Covered This Period